

Method and System for Using a Point System to Deliver Advertisement Emails and to Stop Spam

Abstract

A method and system for issuing fingerprint keys and anti-spam points to meet the needs of email marketers to get their legitimate emails delivered without spamming recipients. Minimum modification to the recipient's email server is introduced to enable it to communicate with servers for registration/authentication purposes. For every email sent from a sender to a recipient using the system built upon the present invention, the sender's allotment of anti-spam points would be deducted by a fixed or varied number, depending on the specific implementation of the particular embodiment of the present invention. The method allows advertisers to buy anti-spam points from the service provider and provides a method to redistribute the payment to recipients of the advertisements.